



American  
Floral  
Endowment

---

---

1993-Annual Report



# Table of Contents

Chairman's Message .....	page 3
Board of Trustees .....	page 4
Financial .....	page 6
1993/1994 Highlights .....	page 7
Century Dinner XVII At FTD .....	page 7
Annual Meeting .....	page 8
The Endowment News .....	page 10
New Grant Procedures .....	page 11
Living Legacy Guarantor .....	page 11
Century Dinner XVIII at WF & FSA .....	page 12
Phone-a-Thon Huge Success.....	page 15
 Tributes .....	page 18
Christian B. Nissen Remembered with Major Gift .....	page 18
Board Establishes Tribute for Fellow Trustee .....	page 18
Corporate Tributes .....	page 19
Living Tributes.....	page 20
Memorial Tributes .....	page 21
 Contributor Recognition .....	page 23
Special Awards .....	page 24
Builders .....	page 25
Benefactors .....	page 25
Patrons .....	page 26
Founders.....	page 26
Protectors .....	page 27
Guardians .....	page 28
Vanguards.....	page 30
Sentinels .....	page 32
Sponsors .....	page 34
Givers .....	page 35
Contributors Through FTD .....	page 36
 Projects & Grants .....	page 38
Research Projects Funded.....	page 38
Education Funding .....	page 42
 Total Grants 1961-1994 .....	page 44

The American Floral Endowment is a non-profit corporation established to secure contributions for funding research and education programs relevant to the floriculture and environmental horticulture, the results of which will benefit the general public.

**American Floral Endowment**  
**11 Glen-Ed Professional Park**  
**Edwardsville, Illinois 62025 USA**  
**618-692-0045**  
**FAX 618-692-4045**



## **Chairman's Message**

**1993/94** was a year of transition, milestones and successes. As this fiscal year ended, your Endowment is stronger than ever and committed to funding the research and education that will ensure a vital industry for everyone.

The first part of the fiscal year could be described as one of transition. After 15 years, Betty Abrams retired as Executive Vice President. In October of 1993, Bob Stoeckl was hired to succeed her as the new administrator.

Also in the fall of 1993, the Endowment invested in a small building to house operations. Prior to acquiring this building, the Endowment operations were conducted from an office at Betty Abrams' home. The investment in the building was a milestone and sign of maturity.

Our maturity is best illustrated by the size of the Endowment corpus and the level of funding it generates. The assets are approaching \$7 million dollars at the end of this fiscal year. These assets ensure a steady and continuous stream of funding now and tomorrow for research and education. The strength of this asset base has yielded over \$2 million for funding projects during the past seven years alone--almost a third of the total corpus value.

In addition to the level of funding, we are trying to ensure that dollars are allocated to projects that meet industry needs. We are constantly seeking and trying to develop ways to ensure responsiveness to the industry. In the past year, we have implemented both a "proactive" and "team approach" as part of this effort. Simply put, we are attempting to actively identify the needs and priorities of our industry, and then actively seeking out the researchers whose projects address those needs.

In Pest Management and Post-Production, we've gone a step further implementing a team approach to research. An approach designed to coordinate the research community in an effort that avoids duplication and demands cooperation.

Your support during this year has once again been outstanding. With two Century Dinners, we raised a combined total of over \$53,000 for the Endowment. The phone-a-thon held in June was a huge success. In a time when the economy was far from robust, forty-three industry leaders made calls, and you responded by pledging approximately \$1.2 million dollars.

As we enter a fiscal new year, the Endowment is mature, stable, has continuity with the past and is poised for the future. Together, our partnership in progress will ensure a vital industry for all.

On behalf of the entire Board of Trustees, thank you for your support. Your interest and generosity keeps the Endowment yielding. You are of key importance.

Sincerely,

Pete Garcia  
Chairman



## Board of Trustees



*Chairman*  
Pete Garcia  
Pete Garcia Company  
Atlanta, Georgia



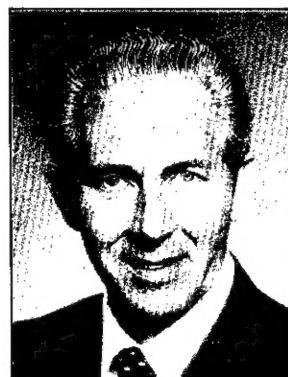
*\*Vice Chairman*  
Project & Grants  
Eiichi Yoshida  
Sunnyside Nurseries, Inc.  
Hayward, California



*Vice Chairman*  
Fund Raising  
Don Flowers  
Don Flowers Florist  
Randallstown, Maryland



*Treasurer*  
Kenneth R. Royer  
Royer's Flowers, Inc.  
Lebanon, Pennsylvania



*Secretary*  
Ole Nissen  
Sunshine State Carnations, Inc.  
Hobe Sound, Florida



*Chairman/Flora-Stats  
Committee*  
Todd L. Bachman  
Eden Prairie, Minnesota

\*Eiichi Yoshida passed away in February 1994. Yoshimi Shibata (not pictured) took his place on the board until June 1994.

## Board of Trustees



*Chairman Mosmiller*  
*Scholar Program*  
William C. Belden  
Oscar G. Carlstedt Co.  
Jacksonville, Florida



Dr. Carl F. Gortzig  
Cornell University  
Ithaca, New York



Herman Meinders  
American Floral Services, Inc.  
Oklahoma City, Oklahoma



Jacob Van Namen  
Vans Inc.  
Alsip, Illinois



Donald E. Weder  
Highland Supply Corporation  
Highland, Illinois



Norman T. White  
White's Nursery  
& Greenhouse, Inc.  
Chesapeake, Virginia



*Ex Officio*  
Harrison Kennicott  
Kennicott Brothers Company  
Chicago, Illinois



*Executive Vice President*  
Bob Stoeckl  
American Floral Endowment  
Edwardsville, Illinois

# Financial Report

## American Floral Endowment

Financial Status  
June 30, 1994

<b>Assets</b>	<b>6/30/94</b>	<b>6/30/93</b>
Cash and Short Term Investments	\$ 284,886	\$ 1,105,502
U.S. Government & Agency Bonds (Cost)	2,251,515	1,611,575
Corporate Bonds (Cost)	465,850	468,850
Common Stocks (Cost)	3,783,416	3,409,244
Equipment (Net Depreciation)	27,597	3,277
Building & Land (Note 1)	<u>123,032</u>	
Fund Balance (Cost)	\$ 6,936,296	\$ 6,598,448
 Fund Balance (Market Value)	 \$6,929,396	 \$7,089,283

### Support & Revenue

Investments	\$ 302,588	\$ 312,507
Designated Contributions &		
Administrative Fundraising	<u>290,071</u>	<u>250,783</u>
Total	\$ 592,659	\$ 563,290

### Capital Additions

Contributions (Note 2)	\$ 174,483	\$ 1,001,084
Realized Capital Gains	<u>431,820</u>	<u>275,266</u>
Total	\$ 606,303	\$ 1,276,350

### Disbursements

Management		
Investment Fees	\$ 93,996	\$ 91,256
Administration	141,080	120,751
Grants	622,766	634,811
Depreciation	2,680	915
Foreign Tax/Interest	<u>592</u>	<u>17,524</u>
Total	\$ 861,114	\$ 865,257

### Summary

Receipts Over Disbursements	\$ 337,848
Beginning Fund Balance	<u>6,598,448</u>
Ending Fund Balance	\$ 6,936,296

### Notes

1. The investment in the building is listed on a cost basis. Depreciation is applied to equipment only.
2. Contributions in year ending 1993 included the Vic & Margaret Ball Internship gift of \$800,000.

## 1993/94 Highlights

### Century Dinner XVII at FTD "A Beautiful Affair"

Century Dinner XVII was held August 16, 1993 in conjunction with the FTD convention in Nashville. The theme was "A Garden Party". Eileen Dutterer Gist, Stewart N. Dutterer Flower Shop, Inc., Westminister, Maryland was Chairperson. John Cason, Cason's Flowers, Bessemer, Alabama served as decorations Chairperson. Over \$14,000 was raised to help support the Endowment office.

*Hosts contributed \$2000  
and Sponsors \$1000.*

*Decorations were donated by:*

**Hosts:**

Florists' Transworld Delivery Assn.  
Redbook Florist Services  
Vans, Inc.

**Sponsors:**

American Floral Services, Inc.  
Oscar G. Carlstedt Co.  
Colombia Flower Council  
Florists' Mutual Insurance Company  
Pete Garcia Company  
The John Henry Company  
Highland Supply Corporation  
Pennock Company  
Smithers-Oasis USA  
Syndicate Sales, Inc.

Colombia Flower Council

Continental Farms  
Continental Floral Greens  
Creative Candles  
Glad-A-Way Gardens  
The John Henry Company  
Hopkins Quality Leatherleaf  
Lomey Manufacturing Corporation  
Knud Nielsen Company, Inc.  
Pajaro Valley Greenhouses, Inc.  
Smithers-Oasis USA

Pajaro Valley of Nashville  
provided special handling and  
storage for decorations.



*Century Dinner XVII Chairlady Eileen Dutterer Gist receiving award from  
Endowment Chairman Demaree.*

## Some Century Dinner XVII Guests



John Borden, FTD, Gretchen Wagner, Lou Brand, Michelle Malone and Ralph Owens, with The John Henry Co.



Bill Adams and Lena Adams, Adams Flowers.



The Redbook Gang (Front Row): Bill Fisher, Greta Boehme, Martha Jean Swindle, Loranne Robinson, David Sluder, Fred Swindle. (Back Row): Bob Brouwer, Rich Salvaggio, John Carruthers, Abner Maldonado.



Dwight Larimer, Design Master and Betty Abrams, The Endowment.



William Gouldin, Strange's Florist and Gena Kremp, Charles Kremp 3 Florist.



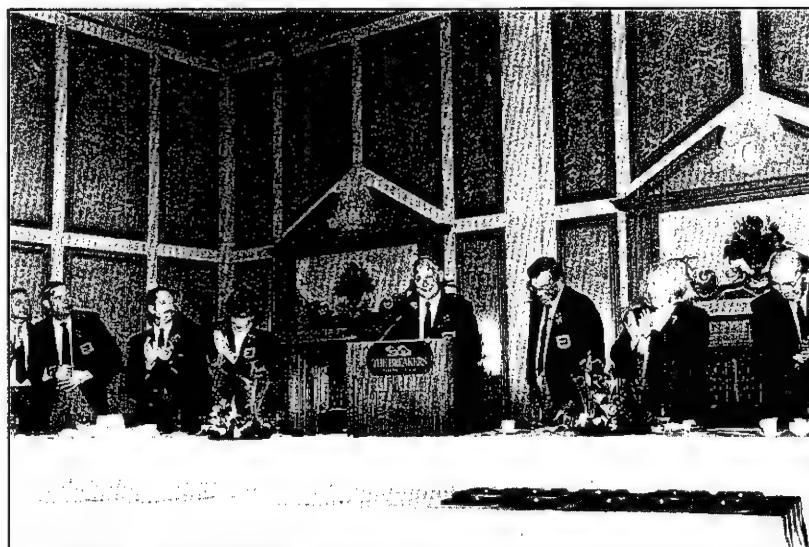
Miriam Salazar, Colombia Flower Council and Susan Murphy, Pajaro Valley Greenhouses.

## Fall 1993 Annual Meeting

The annual meeting was held in conjunction with the Society of American Florists (SAF) convention in West Palm Beach, Florida on October 2, 1993. During the meeting, the chairmanship of the Endowment officially changed. Del Demaree passed the gavel to Pete Garcia, and Betty Abrams bid farewell.



Betty Abrams



Del Demaree receives farewell ovation.

## Endowment News

### New Office Building

The American Floral Endowment reached a significant milestone in its history. While meeting in June 1993 and reaffirmed by teleconference in July 1993, the board of trustees approved the investment in a small office building.

Endowment operations were shifted from the home of Betty Abrams at the beginning of November.



*The American Floral Endowment*



*Betty Abrams*

### The Torch Passes

Due to health related reasons, Betty Abrams found it necessary to resign from the Endowment. Abrams had served the Endowment full time since 1979, and part time in various capacities for ten years before that.

Her distinguished career in the floral industry began in 1965 with the Society of American Florists (SAF). During her tenure, the Endowment has grown to nearly \$7 million dollars.

For Abrams, the decision to step down was a difficult one. "I'm going to miss this job terribly," Abrams said. "It has been very special to me and I feel I've been privileged to do it."



*Bob Stoeckl*

### New Administrator

Bob Stoeckl became the new Executive Vice President for the American Floral Endowment during the annual meeting held in West Palm Beach, Florida on October 2, 1993.

Stoeckl came to the Endowment with a background in communication and non-profit administration. He graduated from Southern Illinois University (SIU) with a B.A. in Speech Communication.

He had been the Regional Coordinator with the Muscular Dystrophy Association responsible for six district offices in both Missouri and Illinois. He had also held the position of Recruitment and Retention Coordinator for the SIU Graduate School.

## New Grant Procedures

A new procedure for awarding research grants was approved by the Endowment board of trustees in January 1993 and implemented as part of project funding in January 1994. The new procedure features a team approach.

Recommendations for the change emanated from an ad hoc committee set up to review existing practices.

The team approach utilizes a coordinated effort for getting needed research accomplished. The goal is a more efficient use of available funds for more effective solutions to problems. Two areas were slated for the initial implementation: Pest Management headed by Dr. Michael Parrella, University of California, Davis, and Post-Production headed by Dr. Terril Nell, University of Florida.

Research priorities are established through various methods. The results of the 1987 Research Priorities Summit frame the basic foundation. These priorities have been essentially verified through Dr. Cathey's two year study as USDA National Chair for Florist and Nursery Crops Review and a survey of each segment of the industry by a committee headed by trustee Ole Nissen.

Efforts are underway to efficiently monitor project progress. Carl Scharfenberg agreed to serve in a special advisory role to the board in which he will interact with researchers and report to the board. An archive within the Endowment office will be developed compiling all Endowment research projects since its inception in 1961.

## Living Legacy Guarantor

Del Demaree, Endowment Chairman (1992/93), Kokomo, Indiana became the first industry person to take out a life insurance policy through the Living Legacy Program developed by Florists' Life Insurance Company. The program undertaken in a cooperative effort with the Endowment offers industry members an opportunity to make substantial contributions for research and education at a low cost.

Living Legacies can be established by contacting Florists' Life Insurance Company.



*Del Demaree Syndicated Sales, receives Living Legacy momento from Barbara Giardino, Florists' Insurance Company.*

## Century Dinner XVIII at WF & FSA Young Executives Auction Highlights

With celebration as the theme, Century Dinner XVIII was a huge success during the Wholesale Florists & Florist Suppliers of America convention in San Diego, California on April 8, 1994. Naomi Shibata served as Chairperson. With the help of the WF&FSA Young Executive auction, over \$39,000 was raised for Endowment administrative costs.

*Hosts contribute \$2000  
and Sponsors \$1000.*

**Hosts:**

Colombia Flower Council  
Glad-A-Way Gardens, Inc.  
Highland Supply Corporation  
Pete Garcia Company  
Teleflora  
Vans, Inc.

**Sponsors:**

American Floral Services, Inc.  
Armellini Express Lines, Inc.  
Oscar G. Carlstedt Co.  
Delaware Valley Wholesale Florist, Inc.  
Paul Ecke Poinsettia Ranch  
Floral & Nursery Times  
Floralife, Inc.  
Florists' Mutual Insurance Company  
Florists' Transworld Delivery Association  
Greenleaf Wholesale Florists, Inc.  
The John Henry Company  
Pennock Company  
Smithers-Oasis USA  
Syndicate Sales, Inc.  
White's Nursery & Greenhouses, Inc.

Ron Ota served as decorations Chairman as 241 industry men and women attended the dinner at \$100 each.



Peter Garcia, American Floral Endowment Chairman, presents award to Naomi Shibata, Century Dinner XVIII Chairperson.



WF&FSA Young Executive Board members Katy Miller, Dillon Floral Corporation, left and Lisa Allensworth, American Foliage Company.



Peter Moran, left, Executive Vice President of Society of American Florists, with Penny and Ken Coley, Florists' Transworld Delivery, (FTD).



From left to right: Chairman Pete Garcia and Brenda Garcia, Pete Garcia Company, and Tim Matsuno, Greenleaf Wholesale Florist.



From left: Dona Abbott and Tasha Abbott, Highland Supply Corporation, Laura Shinall, Larry Shinall and Del Demaree Jr., Endowment past chairman, Syndicate Sales, Inc.



From left: Jane and Henry Bowen, with John, Robert and Wendy Wilkins, all from Delaware Valley Wholesale Florist, Inc.



WF&FSA Young Executive Kenny Hopkins, Pete Garcia Company, shows Bobby Bowden autographed Seminoles football at the auction.



David Armellini of Armellini Express Lines.



From left: Miriam Salazar, German R. Salazar, and Victoria Stuppy all from Colombia Flower Council.

## Fun Continues...



Maria Giliotti and Bob Billings, Pennock Company.



Paul Ecke Jr., Paul Ecke Poinsettias, left, with Prather Smith, Knud Nielsen Company.



Naomi Shibata, Century Dinner XVIII Chairperson, left, with Trustee Jacob Van Namen and his wife, Rita, Vans, Inc.



Brenda Garcia and Tim Matsuno as auctioneers.



Tom Butler, left, and Herman Meinders, American Floral Services.



Neil Canine, Glad-a-Way Gardens.



Greg Coccari, Teleflora, Inc.



WF&FSA past president, Dave Mears, Bob Mears Wholesale, checks out one of the many items available during the auction.

## Phone-A-Thon a Huge Success!

Forty-three industry men and women joined forces and raised close to \$1.2 million dollars for research and education. The Endowment's fifth phone-a-thon held on June 1 & 2, 1994 was a tremendous success.

At the end of the second day, \$1,178,000 had been pledged. It was truly a team effort. Very special thanks go to the callers and assistants who participated at their own expense, Floral Network for providing facilities and the hundreds of industry men and women who responded so generously.

Participants follow:

Todd Bachman, G. Victor Ball, William Belden, Emily Belden, Eric Benjamin, Warren Bickes, Bob Carbone, Elaine Carbone, Sten Crissey, Rick Dramm, Paul Ecke Jr., Don Flowers, Brenda Garcia, Pete Garcia, Jim Gaunt, Bill Gouldin, Royal Heins, Katie Kennicott, Harrison "Red" Kennicott, Charles Kremp, Dwight Larimer, Jim Leider, Leonard Levy, Bill Maas, Herman Meinders, Jim Mieuli, Margaret Mieuli, Ole Nissen, J.R. Phillip Sr., Whiting Preston, Al Riccardi, Walter Rojahn, Ken Royer, Mel Schwanke, Steve Seely, John Shelton, Carolynn Van Namen, Jack Van Namen, Jacob Van Namen, Rita Van Namen, Bob Weatherford, Shirley Weatherford, and Don Weder.



*Part of the gang who made it happen. Front row, from left: Pete Garcia, Jacob Van Namen, Eric Benjamin, and Herman Meinders. Back row: Bob Carbone, Jack Van Namen, Carolynn Van Namen, Dwight Larimer, Rita Van Namen, Elaine Carbone, Brenda Garcia, Len Levy, Steve Seely, Don Flowers, Charles Kremp III, Bob Stoeckl, Bill Gouldin, and John Shelton.*



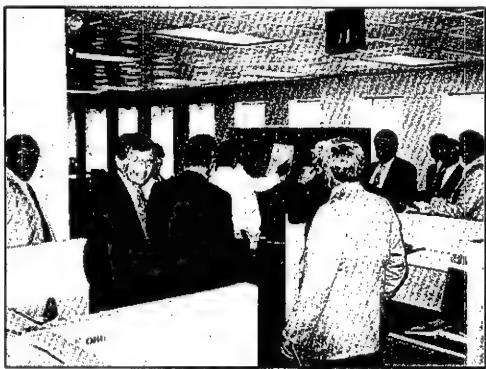
From left to right: Red Kennicott, Kennicott Brothers; Charles Kremp III, Charles F. Kremp III Florist; Jim Mieuli, Navlet's Florist.



Pete Garcia, Pete Garcia Company, left, discussing details with Todd Bachman, Bachman's Inc., right.



Carolynn Van Namen, Vans Inc., smiles as she takes information.



A team huddle for the final totals.



John Shelton, Pajaro Valley Greenhouses, anticipating a yes.



Busy on the phone are Steve Seely, American Floral Services, left and Bob Carbone, R.J. Carbone Company, right.



*Doing a little research from left to right: Bob Stoeckl, American Floral Endowment; Todd Bachman, Bachman's Inc.; Dwight Larimer, Design Master; Jim Mieuli, Navlet's Florist.*



*Bob Weatherford, Southern Floral Company, left discusses his pledge successes with Trustee Herman Meinders.*



*Bill Belden, Oscar G. Carlstedt Co. making calls.*



*Nikki DeLeonardis, American Floral Endowment, inputs the pledges.*



*Jack Van Namen, Vans Inc., receiving a pledge.*



*Bob Carbone, R.J. Carbone Company, getting a pledge.*



*Adding up the pledges from left to right: Rita Van Namen, Elaine Carbone, Shirley Weatherford.*

## Tributes

### Christian B. Nissen Remembered With a Major Gift



*Christian B. Nissen*

Through a Memorial Tribute established within the American Floral Endowment, Christian B. Nissen was remembered and honored in perpetuity with a gift of \$50,000 by his parents Ole and Eleanor Nissen, N. Palm Beach, Florida.

The gift includes design and purchase of a Memorial Board for the Endowment office where all past and future tributes can be displayed.

Chris who was a graduate of University of Florida was born November 16, 1955 and passed away October 7, 1992. In the words of his family, "Chris lived his life with courage, determination and love."

### Board Establishes Tribute for Fellow Trustee



*Eiichi Yoshida*

The Endowment's Vice Chairman for Projects and Grants Eiichi Yoshida passed away February 5, 1994. Yoshida had served as a member of the board of trustees for nine years until he resigned on January 1, 1994 due to failing health resulting from cancer.

Yoshida had a deep commitment to the Endowment and served tirelessly in leading the Projects and Grants Committee. His efforts included traveling at his own expense to visit the universities and research facilities conducting Endowment funded research.

As a way to honor their friend and colleague for his commitment and service, the board of trustees joined together in January 1994 to establish a living tribute in his name.

### Corporate, Living and Memorial

Tributes are available to honor individuals, families and companies. Tributes provide a tangible way of expressing care, saying thank you for a friendship or acknowledging a customer.

A minimum contribution to the Endowment of \$500 is required to establish a tribute. Once established, additional contributions in any amount may be received. The family or corporate entity is always notified.

## Corporate Tributes

Corporate Tributes are designed to provide a vehicle for recognition of floral industry firms and corporations. Since the tributes inception in 1986, the following organizations have been so recognized:

Bay City Flower Co. Half Moon Bay, CA	John Klaus & Sons Greenhouses Greenwood, MO
Clackamas Greenhouse Aurora, OR	Klepac Brothers, Inc. Blanco, TX
Frank Clesen & Sons, Inc. Evanston, IL	Mazzanti Carnations South San Francisco, CA
R.O. Cowley Wholesale Florist Pittsburgh, TX	H. Nakano & Sons Redwood City, CA
Burdette Coward & Co., Inc. Punta Gorda, FL	Park Floral Co. Englewood, CO
Cremer Florist Hanover, PA	Rough Brothers, Inc. Cincinnati, OH
Dillon Floral Corporation Bloomsburg, PA	Tietze Wholesale Dallas, TX
Hardin's Wholesale Florist Supply Liberty, NC	Weber's Greenhouses Milwaukie, OR
Hartzell Flowers, Inc. Dayton, OH	Wolfe the Florist Waco, TX

\*Irwin Greenhouses Inc.  
Canyon, TX

\*Tribute established 1993/94



*Standing from left clockwise: Larry Irwin, Linda Irwin Acton, Lou Anne Irwin Causey, Jean Irwin and Jim Irwin.*

## Living Tributes

Living Tributes are testimonials to outstanding achievement and regard from fellow workers and associates to honor a living member of the industry. All Living tributes recorded within the Endowment as of June 30, 1994 follow:

- \* Betty Abrams
- Arthur J. Baisch
- Carl Baldesare, Sr.
- Charles Barr
- I.W. Bianchi
- + Z.D. Blackistone
- Louis J. Brand
- + Albert H. Burki
- \* M. Patricia Cronin
- Delmar E. Demaree, Jr.
- Robert C. Dewey
- John Henry Dudley
- + Paul Ecke, Sr.
- + George Elliott
- John O. Finn
- Frank Fredenhagen
- + John W. & LaVerne B. Giles
- Hazel Grill
- + O. Ben Haley, Jr.
- Donald E. Hook
- + Howard J. Hook
- + Francis Hopper
- + Joe Hopper
- Dan Irons
- Martha J. Keller & Herbert Rothwell
- + Harrison Kennicott, Jr.
- L.R. "Bud" Kintzele
- + John S. Knipe
- + Leonard Koehler
- + Prof. Alex Laurie
- Elma Lundahl
- Edward & Grace Lutey
- Wally MacDonald
- Robert L. Orth
- Eulalah Overmeyer
- + Samuel S. Pennock III
- Gustav H. Poesch
- Jack W. Redditt
- Kenneth Royer
- Mel Schwanke
- R.H. "Hank" Sciaroni
- Yoshimi Shibata
- + Kenneth F. Short
- + E.G. Thornton
- \* Alvi O. Voigt
- + Erin H. Weder
- \* Louise Graham Weder

Milton M. Weiss  
Olin A. Wetzel  
J.F. Wilcox Family  
\*+Eiichi Yoshida

+ Deceased  
\* Tribute established 1993/94



*Louise Graham Weder*



*Betty Abrams*



*M. Patricia Cronin*



*Alvi O. Voigt*

## Memorial Tributes

Industry men and women, as well as friends and families, can be remembered in perpetuity through Memorial Tributes. The following have been so honored through 1993/94.

Mr. & Mrs. S.C. Abbott  
David Abrams  
Adamo-Loweke  
Robert Alenius  
Irving S. Allen  
Clarence M. Amling  
Otto Amling  
Henry C.A. Bachman, Jr.  
\* Carl D. Baldesare  
Mr. & Mrs. Dewitt Barber  
Clair Barrett  
John Barter  
Matthew Bartindale  
Andrew Benson  
Richard L. Benton  
Harry Bernard  
J. Elmer Betty  
Henry J. Betz, Sr.  
I.W. Bianchi  
Clarence J. Bickes  
\* Deborah Anne Billings  
Daryl Bordine  
Frank Brautigam  
Tommy Bright  
Irma F. & W.E. Callaham  
Robert Callaham  
Oscar G. Carlstedt  
Denis R. Celleghin  
Roman J. & Florence A. Claprood  
Bertha Spence Cook  
William Coy Kendall  
James Crissey  
W.L. Crissey  
Raymond B. Crowley  
Annie H. Gooch Darbee  
Robert Eugene Darbee  
Rodger Davidson  
William E. DeLoache  
Mrs. Fern Demaree  
Bette Deprez  
Nicola & Pasquale DeSantis, Sr.  
\* William J. Doran  
Ira Doud  
Eugene R. Dramm  
Floyd B. Dreher  
Donald Dunbar  
Magdalena Ecke  
Paul Ecke, Sr.  
Austin S. Edgar  
Walter J. Engel, Sr.  
Clyde Epperson  
Albert Ferris  
Barnard "Barney" Finger  
M. Truman Fossum  
Pete Franconi, Sr.  
John Furrow, Sr.  
Irving B. Garber  
Joseph A. Garcia, Sr.  
Michael C. Garcia  
Walter Gardner  
D.S. Geddis, Sr.  
John W. & LaVerne Giles  
Walter Gills  
John Patrick Glass, Jr.  
Louis B. Glick  
Romaine Glisson  
John G. Glodt  
Stanley A. Goldman  
Douglas R. Gordon  
H. "Granny" Granovitz  
Joe & Lily Green  
Joseph N. Gregoire, Sr.  
Cornelius M. Groen  
Lavena M. Groen  
Adolph E. Gude, Sr.  
Granville Gude  
William F. Gude  
Samuel & Hulda Hagen  
Mr. & Mrs. Alexander Henderson  
and Frederic Metcalf  
E.G. Hill & Earl Mann  
Joseph H. Hill  
Albert L. Hoekstra  
Simon Hoekstra  
Jay Hogrefe  
Herman Hollberg  
Leo Hollberg  
Herbert Holm  
D.E. Hopkins  
\* Charles V. Hunt  
Otto G. & Anna M. Hupfel  
Walter M. Hupfel  
Arthur Ito, Jr.  
Edward Jacobson  
Robert E. Johnson  
Joseph Johnston, Jr.  
David L. Jones  
Pauline Modlin Jones  
Tom Joy  
Ralph H. Kapp  
\* Eileen Grace Kelly  
Mary Jane Kennicott



Carl D. Baldesare



Deborah Anne Billings



William J. Doran

Jack Rhodes Kervan  
Leland T. Kintzele  
Louis Kintzele  
D.C. Kiplinger  
Kiyo Kitayama  
Masuko Kitayama  
John S. Knipe  
Electa Koehler



Eileen Grace Kelly

Jerome Kravit  
Paul Krone  
Yoke Kuromi  
Kenneth Lawlor  
John Liesveld  
John R. McGinley  
Bertrand G. McGinnis  
Wake McLellan  
Melvin Mack  
Ed Manda  
George Mangel, Sr.  
Gurney Mann  
Joseph T. Markow  
Mary Ann Markwood  
Jack Mayesh  
Joseph Merritt, Sr.  
W.J. Messmer  
Richard V. Mikesell  
Mary M. Mikuriya  
William G. Minich, Jr.  
Stanley C. Minshall  
Jim Morrell  
Leon Moskatek  
Col. Walter and Barbara B.  
Mosmiller, Jr.  
Frank, W.E. & F.J. Mosmiller  
Rollo Mueller  
G. Edwin Murphy  
Albert J. Neill  
Mr. & Mrs. H.D. Neve  
Hannah Niday  
Ross Nielsen  
\* Christian B. Nissen  
Kenneth Noppe  
\* Hazel Ninon Nyback  
Seiji Obata  
Mr. & Mrs. Albert Oelschig, Sr.  
Pop Patterson  
Charles F. Pennock  
S.S. Pennock III  
S.S. Pennock, Jr.  
S.S. Pennock, Sr.  
Harry I. Peters  
Peter B. Pfahl  
Priscilla Ferguson Phelps  
Leno Piazza, Sr.  
Andrew A. Pierson  
Albert Pochelon  
Oswald Preuss  
Peter Pugliese  
Harvey Radus  
A.L. Randall  
Ronald J. Rasmussen  
James Rathmell  
Charles O. Reiff, Jr.

Curtis W. Richardson, Jr.  
Rafael Rigual  
Jerry L. Robertson  
Arthur Robbins  
Fritz Roll, Jr.  
Hans Rosacker  
Harry W. Roth  
Robert O. Saunders  
Jack Savarese  
Joseph Shaner  
Muriel Sharon  
Joe Shinoda  
Peter Shinoda  
Yoshiko Shinoda  
Robert Q. Shoch  
Kenneth F. Short  
J.S. Skinner  
R. Earl Slye  
Vernon L. Smithers  
Harold H. Sorensen  
William H. Stimming  
William Strickland  
Albert Strumph  
Neil Wade Stuart  
Leo Stuhldreher  
Francis X. Stuppy  
Daniel V. Sugreu  
Shizuo George Suyeyasu  
Walter F. Swartz  
Josephine & Anton Sykora  
Fred M. Tayama  
Mitsuo Tokunaga  
Richard Tokunaga  
Fred Tredup  
Charles "Bob" Tryon  
John Tuefel  
Barbar Euser Van Namen  
Tony Van Namen  
Vincent Vanni  
John H. Walker

Adolph "Ade" Weberg  
Erwin Weder  
Herbert R. Weder  
Robert Weidner  
Henry Weiland  
Paul E. Weiss  
James C. Welch  
Fred Wesemeyer  
June Wesemeyer  
Joseph C. Wetzel  
Judy Wetzel  
George V. Wienhoeber &  
Rudolph Scheffler  
Roy F. Wilcox  
George Wilke  
Teresa B. Wilkins  
Hubert Wolfe  
Thomas J. Wolfe &  
George Wolfe, Sr.  
Luther Wright  
Harold F. Yoder

\* Tribute Established 1993/94



Charles V. Hunt



Hazel Ninon Nyback



Christian B. Nissen

# Contributor Recognition

## Giving Levels

All individuals and organizations making a contribution to the Endowment within the last year, or those contributing a minimum of \$500, are listed in this report. All listings are according to levels reached as of June 30, 1994.

Designations have been assigned various levels of giving. Contributions are cumulative and provide a practical way of building individual and organizational participation. Recognition plaques are presented annually to those reaching different levels, beginning with the Guardian level.

Designations include:

Builders	\$ 25,000 and above
Benefactors	\$ 20,000 to \$ 25,000
Patrons	\$ 15,000 to \$ 20,000
Founders	\$ 10,000 to \$ 15,000
Protector	\$ 5,000 to \$ 10,000
Guardians	\$ 2,500 to \$ 5,000
Vanguards	\$ 1,000 to \$ 2,500
Sentinels	\$ 500 to \$ 1,000
Sponsors	\$ 100 to \$ 500
Givers	Under \$100

Since this report is the first based on a fiscal year and the timing of our annual meeting is in September of each year, those pictured are based on attaining new levels as of June 30, 1993, and receiving recognition at the October 1993 annual meeting.

Three awards were established to recognize several major giving levels.

Gold	\$50,000 to \$75,000
Diamond	\$75,000 to \$100,000
Platinum	\$100,000 and above

## Special Awards

### Platinum:

(\$100,000 and above)  
American Floral Services, Inc.  
Asocolflores/Columbia Flower Council  
G. Victor and Margaret Ball  
Albert H. Burki Foundation  
Andrew L. Darbee Estate  
Paul Ecke Poinsettias  
Florists' Transworld Delivery Association  
Teleflora, Inc.

### Diamond:

(\$75,000 - \$100,000)  
Geo. J. Ball, Inc.  
Yoder Brothers, Inc.

### Gold:

(\$50,000 - \$75,000)  
Association of Floral Importers of Florida  
Florafax International, Inc.  
Ole & Eleanor Nissen  
Pennock Company  
Society of American Florists



*Vic and Margaret Ball being presented with a crystal vase especially designed to commemorate their gift of \$800,000 to establish the Vic and Margaret Ball Internship within the American Floral Endowment during the Endowment's annual meeting luncheon October 2, 1993.*



*Rocky Politz, representing Teleflora, Inc., receiving the American Floral Endowment Platinum Award from 1992/93 Chairman Del Demaree for contributions totalling \$100,000, during the Endowment's annual meeting luncheon, October 2, 1993.*



*Paul Ecke, Jr. (left) receiving the American Floral Endowment Platinum Award from 1992/93 Chairman Del Demaree for contributions totalling \$100,000 during the Endowment's annual meeting luncheon, October 2, 1993.*



On hand to receive Builder plaques for contributions of \$25,000 and above during the American Floral Endowment annual meeting luncheon were (left to right): Eric Shibata, for Mt. Eden Nursery; Bob Wilkins, Delaware Valley Wholesale Florist; and Harrison "Red" Kennicott, Kennicott Brothers Company.



On hand to receive Benefactor plaques for contributions of \$20,000-\$25,000 during the American Floral Endowment annual meeting luncheon were (left to right): David Niklas, for Northwest Florists' Association; Jim Hill, for CFX, Inc.; Ramon Garcia, for McGinley Mills, Inc.; and John Horiuchi, for Greenleaf Wholesale Florists.

### Builder

Bachman's Inc.  
Arthur Blome Estate  
Oscar G. Carlstedt Co.  
Century Florist Supply Co.  
The Claproot Companies  
Delaware Valley Wholesale Florist, Inc.  
DWF Wholesale Florists  
Paul Ecke Sr.  
Paul Ecke Ranch  
Florists' Mutual Insurance Co.  
M. Truman Fossum Estate  
Four Farmers, Inc.  
Pete Garcia Company  
Fred C. Gloeckner Estate  
Gude Brothers Company  
Highland Supply Corporation  
Kennicott Brothers Company  
Manatee Fruit Company  
Mikkelsens Incorporated  
Col. and Mrs. Walter Mosmiller, Jr. Estate  
Mt. Eden Nursery  
Pittsburgh Cut Flower Co.  
A.L. Randall Co.  
Claymore C. Sieck, Inc.  
Smithers-Oasis  
Sunburst Farms, Inc.  
Syndicate Sales, Inc.  
Vans, Inc.  
W.F.R., Inc.  
Wholesale Florists and  
Florist Suppliers of America  
Wolfe The Florist, Inc.

### Benefactor

A & W Glads, Inc.  
Paul F. & Alwina Amling Estate  
Armellini Express Lines, Inc.  
CFX, Inc.  
John Henry Dudley  
Walter J. Engel, Inc.  
Bob Gilmore Company, Inc.  
Greenleaf Wholesale Florists, Inc.  
The John Henry Company  
Irwin Greenhouses, Inc.  
McGinley Mills, Inc.  
Northwest Florists' Association  
Redbook Florist Services  
Ribbon Narrow Fabric Co, Inc.  
Strange's Florist, Greenhouse  
& Garden Center  
Zelienople Greenhouses



On hand to receive Patron plaques for contributions of \$15,000-\$20,000 during the American Floral Endowment annual meeting luncheon were (left to right): Bob Weatherford, for Weatherford Farms and Greenhouses; the late Eiichi Yoshida, Sunnyside Nurseries, Inc.; and Robert Carbone, R. J. Carbone Company.



On hand to receive Founder plaques for contributions of \$10,000-\$15,000 during the American Floral Endowment annual meeting luncheon were (left to right): Randy Ashmore, United Wholesale Florists; Ken Royer, Royer's Flowers; Fred Swindle, Redbook Florist Services; John Shelton, for Pajaro Valley Greenhouses; Jim Leider, Leider Horticultural Companies; Eric Benjamin, for Flower News; Tracy Houff Anderson, Roy Houff & Co.; Tom DiCanio, Floral & Nursery Times; Paul Ecke, Jr., for American Floral Exchange; Joe Koppleman, Fall River Florist Supply; and Bob Abrams, for Bob and Betty Abrams.

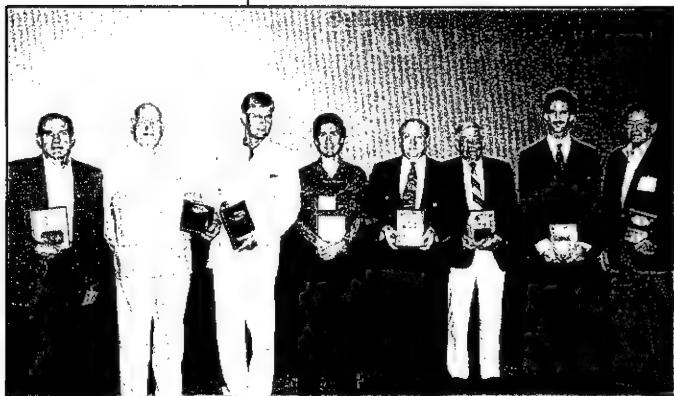
### Patron

Bay City Flower Co.  
CCC Associates  
Carbone Floral Distributors  
Continental Farms  
Robert C. Dewey  
Fred C. Flipse  
Flower View Gardens  
Gelco Internacional, SA  
Hall Affiliates  
Robert R Hall, Inc.  
E.G. Hill Co.  
L. Piazza Wholesale Florists  
Rainbow Flowers, Inc.  
Stuppy Family Foundation  
Sunnyside Nurseries, Inc.  
John L. Tomasovic, Sr. Florist, Inc.  
Weatherford Farms & Greenhouses

### Founder

Robert C. and Betty Abrams  
M. Adler's Son, Inc.  
American Florist Exchange  
American Oak Preserving Company, Inc.  
Associated Cut Flower Co., Inc.  
Bay State Florist Supply  
I.W. Bianchi, Inc.  
Larry Beck  
Gordon Boswell Flowers, Inc.  
Cleveland Plant & Flower Co.  
Everett Lawson Conklin  
Creative Distributors, Inc.  
Dillon Floral Corporation  
The Exotic Gardens  
Fairytale Foils  
Fall River Florist Supply Co., Inc.  
Floral & Nursery Times  
Floralife, Inc.  
Flower News  
Frazee Flowers, Inc.  
J.P. Freund, Inc.  
Gallup & Stribling Orchids, Inc.  
Pete Garcia Co. Sales Staff  
Garcia Group  
Grace-Sierra Horticultural Products Co.  
Dr. David E. Hartley  
The John Henry Co. Salesmen  
Roy Houff & Co., Inc.  
Hungnong Seed Co., Ltd.  
Lehrer's Flowers

Leider Horticultural Companies  
Lincoln Wholesale Florists Co.  
McShan Florist, Inc.  
William A. Maas  
Mainland Nursery, Inc.  
Matsui Nursery, Inc.  
Mellano & Co.  
Mueller Brothers, Inc.  
Knud Nielsen Co., Inc.  
Nurserymen's Exchange  
Oglevee Ltd.  
Oliver & Thompson, Inc.  
Pajaro Valley Greenhouses, Inc.  
Park Floral Co.  
Paul's Wholesale Florist  
A.N. Pierson, Inc.  
A.L. Randall Co. Salesmen  
Jack W. Redditt  
Royer's Flowers, Inc.  
San Diego County  
Flower Association  
Sluder Floral Co.  
Southern California  
Floral Association  
Southern Floral Company



*On hand to receive Protector plaques for contributions of \$5,000-\$10,000 during the American Floral Endowment annual meeting luncheon were (left to right): Sam Viviano, Bartz Viviano Florists; Arthur Baisch, Baisch & Skinner; Rene Van Rems, for California Cut Flower Commission; Paul Ecke 3, for Paul Ecke 3; Jack Van Namen, for Glass Corner Greenhouses; Lyle Akey, for Golden State Wholesale Florists; Stanley Fitts, for Reeves Floral Products; and Bob Weatherford, for Transamerica Floral Imports.*

Sunshine State Carnations, Inc.  
Bill Suyeyasu Wholesale Florist, Inc.

Larry Teitel  
Twyford Plant Laboratories, Inc.  
United Wholesale Florists, Inc.  
Jerome Wagner  
Washington Bulb Co.  
MW, Inc.  
N.H. Wright, Inc.

#### **Protector**

Aldershot of New Mexico, Inc.  
American Carnation Society  
Amlings of California, Inc.  
Ashland-Addison Florist  
Badger Wholesale Florists, Inc.  
Baisch & Skinner, Inc.  
Ball Pan AM Plant Co.  
Bartz Viviano Florists  
Behnke Nurseries Co.  
G.A. Berlin, Inc.  
Boesen The Florist  
Brody Company  
California Association of Flower  
Growers & Shippers  
California Chrysanthemum  
Growers Association  
California Cut Flower Commission  
Candle Artisans, Inc.  
Chicago Florist Supply Company  
Clackamas Greenhouse, Inc.  
Conner Park Florist, Inc.  
Conroy's, Inc.  
Conroy Wholesale Florist  
W.J. Cowee, Inc.  
DeJong Greenhouse  
Del Rey Plastics  
Bill Doran Company  
John E. Dramm  
Dramm & Echter  
Paul Ecke 3  
Ellison's Greenhouses  
Elmhurst Flower Growers, Inc.  
Elmira Floral Products, Inc.  
Euser's Greenhouses, Inc.  
FTD District 2-A&B  
FTD District 14 G  
Florists' Mutual Insurance Co.-Officers  
Foco, Inc.  
Gardens America, Inc.  
Glad-A-Way Gardens  
Glass Corner Greenhouses, Inc.

Golden State Bulb Growers	Cloy M. Miller	Schaefer Greenhouses, Inc.
Golden State Wholesale Florists	Moore Paper Boxes, Inc.	Shinoda Floral Co.
Groen Rose Co.	Mount Clemens Rose Garden	Stimming Flowers
Albin Hagstrom & Son, Inc.	Mutual Cut Flower Co., Inc.	James Sykora
O. Ben Haley Jr.	Albert J. Neill	Tagawa Greenhouses, Inc.
Hillcrest Garden, Inc.	Nelson & Holmberg	Dr. Harry K. Tayama
Mr. & Mrs. Donald Hook	Nor Cal Flower Growers	Tennessee Florist Supply
Claude Hope	Nordlie, Inc.	Transamerica Floral Imports
Robert E. Johnson	Norfolk Wholesale Floral Corp.	Hero Tsukushi
Wm. F. Kasting Co.	Nyren Brothers, Inc.	Twin City Florist Supply, Inc.
G.R. Kirk Co.	Oglesby Plant Laboratories, Inc.	Uniflora Overseas Florida, Inc.
Ray Kitayama	Oregon Roses, Inc.	United Floral Exchange, Inc.
Klepac Brothers Greenhouses, Inc.	J. B. Parks Wholesale Florist, Inc.	US Floral Corp.
Paul Krone Fellowship Fund	Pikes Peak of Texas	Valent U.S.A. Corporation
Lansing Florists Exchange	Plant Marvel Laboratories	Vosters Nurseries, Inc.
Victor Levy	Reeves Floral Products	Mr. & Mrs. Otto P. Wentland
Longview Fibre Co.	Regency International Bus. Corp.	Olin Wetzel
Lynchburg Wholesale Floral Corp.	Rhyne Floral Supply Manufacturing Co.	White's Nursery & Greenhouses, Inc.
Malmborg's, Inc.	Riverdale Farms, Inc.	Wilsey-Bennett Co.
Neal Mast & Sons Greenhouses, Inc.	Sakata Seed America, Inc.	Floral Trans. Div.
Jack Mayesh Wholesale Florist	Robert Saunders & Co.	Mrs. Georgia Yoder
		Renato J. Zappettini
		William Zappettini Co.



*On hand to receive Guardian plaques for contributions of \$2500-\$5000 during the luncheon were (left to right): Rick Johnson, J.R. Johnson Supply; Lyle Akey, for U.S. Flowers; Lenny Walker, for Platz Flowers & Supply; Jack Van Namen, Navco International; Dave Kitayama, Kitayama Brothers Greenhouses; and Tim Matsuno, for Colorado Floral Products.*

### Guardian

Jim Akin, Inc.
Aldik Artificial Flower Co.
Allied Florists Association of Baltimore
Allied Florists Association of Illinois
American Floral Arts School
Tom Bergkamp
Berthold-Grigsby, Inc.
Berwick Industries, Inc.
John L. Bodette
Branch-Smith Publishing Co.
Bright's Florist Supply, Inc.
Buchbinder Bros.
California Florida Plant Company
California Flower Market, Inc.
Callaham Wholesale Florists, Inc.
Calvert Wholesale Florists, Inc.
Carson & Gebel Ribbon Co.
Chicago Flower Exchange

## Guradians Continued...

Colorado Floral Products	International Floral Corp.	Ninomiya Nursery Co.
Burdette Coward & Co., Inc.	Edward Jacobson, Inc.	North Central Florists
Crissey, Inc.	Jiffy Foam, Inc.	Association
Delhi Hills Flower & Garden	J.R. Johnson Supply, Inc.	Olson's Greenhouses
Center, Inc.	Johnston Investments	Pennsylvania Florist
Deloache, Inc.	Ronald Jones Ferneries	Association
Design Master, Inc.	Jones The Florist	S. Arthur Peterson
Jim Durio Florist, Inc.	David L. Jones	Pikes Peak Wholesale
Austin S. Edgar, Inc.	Wholesale Ltd.	Florist, Inc.
Elliott & Williams Roses	Karthauser & Sons, Inc.	Platz Flowers & Supply
Equiflor Corporation	Jack B. Kaufman	Premium Flowers Corp.
Esprit-Miami, Inc.	Keeline-Wilcox Nurseries, Inc.	A.B. Price, Inc.
FTD District 3-B	Keller Pottery Co.	Rojahn And Malaney Co.
FTD District 3-G	Kitayama Brothers	Hans Rosacker Co.
FTD District 9-D	Greenhouse, Union City, CA	S&S Wholesale Florist
FTD District 10-A	Kitayama Brothers	Sabana Farms
Flint Florist Exchange	Greenhouse, Brighton, CO	Scott's Gladiolas Farms, Inc.
Floral Greens International	Lakeland Florist Supply, Inc.	Harry A. Sharp
Floral Resources/Hawaii, Inc.	Philip Lavalle	Shoch's Wholesale Florist
Florimex, Inc., New York	Lemac Nurseries	Leona Short
American Nurseryman	Norma A. Lineberger	Earl J. Small Growers, Inc.
Flower Trading Corp.	Lion Ribbon Co.	Southeastern Florist Association
Don Flowers Florist, Inc.	Lomey Manufacturing Corp.	Southern California Flower
L. Ginsberg, Inc.	The Los Angeles	Growers Association
Furrow & Company, Inc.	Flower Market	Southern Rainbow Corp.
Green Leaf Enterprises, Inc.	Lubbock Wholesale	Southern Steel & Wire, Inc.
The Green Thumb, Inc.	Florist, Inc.	Speight Associates Ltd.
Greenpoint Nurseries	M.J. Malloy Company	H.L. Stansell Trucking Co.
Growers Wholesale Florist	Alex R. Masson, Inc.	Sunbay, Inc. Wholesale
A. Gude Sons Company	Bob Mears Wholesale Florist	Florists
The Haeger Foundation	Herman Meinders	Tennessee Florist Supply, Inc.
Halifax Floral Co.	Michigan Floral Association	Tulsa Greenhouse, Inc. &
Mr. & Mrs. John Hanford	Betty Sapp Miles	Four State Wholesale
Hawaiian Heart, Inc.	Miller's Wholesale Florist, Inc.	Ultra Floral Products
Irene Hayes, Wadley &	Mischler's Florist	U.S. Flowers
Smythe	Missouri State Florists'	Veldkamp's Flowers
Joseph H. Hill Co.	Association	Alice Walker
Howard J. Hook	A.D. Mohr Greenhouses, Inc.	Virginia R. Walter
Huddart Floral	Molbak's Greenhouse, Inc.	Walterdale, Inc.
IF Supply Company, Inc.	Grace L. Moore	Weidner's Gardens, Inc.
Illinois State Florist	NPI	Zeidler Floral Co.
Association	Navco International	Florence H. Zuegel

<b>Vanguard</b>	Carolina Wholesale Florist	Florida State Florists' Association
800-FLOWERS	A. Cavallaro & Son, Inc.	Florimex Chicago, Inc.
Milton Adler Company	Cedar Rapids Greenhouses	Flowers By Esther
Agrexco USA Ltd.	Charlotte Florist Supply Co.	Flowers By Sandy, Inc.
Agriflora Corporation	Chipola Nurseries, Inc.	Floracraft Corp.
Ah Sam Floral Co.	Condor Farms	Foxpoint Plant Growers
Ahern's, Inc.	Conklyn's, Inc.	Frampton's Greenhouses
Allcities Allstates Flowers-By-Phone	Continental Floral Greens	Franklin China Co., Inc.
Ameri-Cal Floral	Continental Flowers	Frank Fredenhagen
American Clay Works & Supply Co.	Coy Kendall Greenhouses	Friesell Ranches
American Foliage Co.	Crowley Brothers, Inc.	Harry H. Fukutome Nursery, Inc.
AA Importing	Cut Flower Exchange of Pennsylvania	Garden City Floral
Amling Brothers	Daisy Hill Greenhouses, Inc.	Gassafy Wholesale Florist
Amlings Flowerland	Dakota Plastics Company	Geneva Flower Farm
Anchor Hocking	Davidson-Uphoff, Inc.	George's Florist
Apex-Neidinger, Inc.	Dean's Designs, Inc.	Ghilarducci's Florists, Inc.
Sam Applebaum	Bradley Deprez	Giftwares Company, Inc.
Aromas Nursery, Inc.	Diane Deprez-Harmon	Gish's Pacific Flowers, Inc.
Association Florida Gladiolus Growers, Inc.	Robert Deprez	Louis B. Glick & Son, Inc.
Mr. & Mrs. Lloyd Bachman	DeSantis Florist	Golden West Greenhouse
C.J. Baker Wholesale Florists	DeVor Nurseries, Inc.	Gordon's Greenhouse, Inc. of Bear Valley
Baldwin Wholesale Florist, Inc.	Dey Brothers Greenhouses	Joan S. Gordon
J.A. Balistreri Farms	Didier Greenhouses, Inc.	Dr. Carl F. and Jean Gortzig
Ballard Blossom Shop	Dos Pueblos Orchid Company	Robert L. Graham
Barco Sons, Inc.	Lynn Doyle Flowers	Grande Greenhouse
Charles Barr Co.	Carl Dreisbach, Inc.	Greenwood Greenhouses
Beall's Roses	J.W. Dudley Sons Co.	Growing Systems, Inc.
A.G. Beiser Wholesale Floral Co.	Thomas Dean Dudley	Don Hahlbeck Greenhouse
Bel-Air Flower Growers & Shippers, Inc.	East Coast Bulb Farm	Hall's Flower Shop
Robert J. Bennett Wholesale Florist, Inc.	Edward's Florist	Handy Floral Products
Glenna M. Benton	Edward's Florist Supply, Inc.	Hanford's, Inc. Wholesale
Mr. & Mrs. Newt Beugen	Elliott Rose Co. of Madbury, Inc.	Hardin's Wholesale Florist
Biaggi's Evergreen Co.	Ellis Floral Co., Inc.	Harrison Wholesale Floral, Inc.
Billings Floral	Endres Floral Co.	Hastings, Inc.
Blackwell Nurseries, Inc.	Ensign Wholesale Florist, Inc.	Hauge's Flower Store, Inc.
Boulevard Florist	Erie Cut Flower & Supply Co., Inc.	Hausermann Orchids
Mr. and Mrs. Ray Bozeman	Everflora, Inc.	Hawkins Greenhouses
Monica Bramblett	FTD District 1-G&H	Heap Greenhouses, Inc.
Brand Flowers, Inc.	FTD District 5-A&B	Heeney Company, Inc.
Brautigam Florist	FTD District 6-E	Henry's Plant Farm
Bronx Florist Supply Co., Inc.	FTD District 6-F&G	Hermes Floral Company
G.R. Brown Co.	FTD District 7-D	Herman J. Heyl Florists, Inc.
Brown Floral Co.	FTD District 7-I	Heyl Roses, Inc.
Buckingham Florist, Inc.	FTD District 9-H	Hiawatha, Inc.
H.M. Buckley & Sons, Inc.	FTD District 1-L	Hirt's Wholesale Co.
Buning The Florist	Fenton Art Glass Co.	Simon Hoekstra and Son
Len Busch Roses	Ferris Brothers, Inc.	Hub Floral Corp.
California Flower Farms, Inc.	Louis Figone Nursery	IBC, Inc.
California Flower Shippers, Inc.	Fiksdal's Flowers	IBG International
California Pajarosa	Fisher Florist	Illinois Bronze Paint Co.
Canton Wholesale Floral, Inc.	Flambeau Products Corp.	INARCO
Carlton Rose Nurseries	Raymond A. Fleck, Inc.	Ivy Acres, Inc.
	Fleming Wholesale, Inc.	Jacksonville Wholesale Floral Co.
	Floral Acres, Inc.	Jacobsens Flowers
	Floral Ave. Greenhouse Co.	

Jednak Floral Co.	Minshall The Florist, Inc.	Ken Short
Jetram Sales, Inc.	Mountaineer Greenhouses	Shreveport Flower Mart, Inc.
Johnson's Roses, Inc.	H.R. Mueller Florist	Delbert Smith, Inc.
Johnston & McCallum, Inc.	Muennich Sales, Inc.	Southern Retail Florist
T. Larry Jones, Inc.	Multiflora Import Co.	Association, Inc.
Jones Wholesale Florist, Inc.	A. Nagamine Nursery, Inc.	Stimming Flowers of California
Henry J. Kaufman &	H. Nakano & Sons	Stringer Wholesale Florist, Inc.
Associates, Inc.	Nanz & Kraft Florist	Susan's Florist
Kessler & Associates	Navlet's Florists	Syracuse Pottery, Inc.
Keystone Ribbon & Floral	Nettie's Flower Garden, Inc.	Tayama Wholesale Florists
Supply Co.	Newton Greenhouse	Taylor's Flower Shop &
King Wholesale	Hannah Niday Florist, Inc.	Greenhouse
Kitayama Brothers Greenhouse,	Nouvette Trading Ltd.	The Taylors of Penny Hill
Watsonville, CA	Novacek Greenhouses	Tennessee Wholesale
Klenke Floral	Oak Grove Fernery	Florists, Inc.
Klupenger Nursery &	Oelschig's Wholesale Nursery	Texas State Florists' Association
Greenhouse, Inc.	Oklahoma State Florist's	J. H. Thompson, Inc.
Mark Knox Flowers	Association	Thompson Rose Sales, Inc.
Koehler & Dramm, Inc.	Robert L. Orth, Inc.	Tipton & Hurst, Inc.
Charles F. Kremp 3 Florist	Stephen Otte	Tommy's Wholesale Florist, Inc.
Kurt Weiss Florist, Inc.	Pacific Coast Evergreens	Ulery Greenhouse Co.
Frank Kuwahara	Parmenter Florist, Inc.	United Floral Supply, Inc.
Lafayette Florist & Greenhouses, Inc.	Dr. Michael Parrella	United Wholesale Florists
Lakeland Florist Supply, Inc.	Pennsylvania Cut Flower Co.	of California
Lakewood Greenhouse, Inc.	Peoples Flower Shops	Vacuum Orna-Metal, Inc.
Lamborn Floral Co.	Phillip's Flowers & Gifts	Van Dyk Brothers
Lanman Flower Shop, Inc.	Phoebe Floral Shop	Wholesale Florist
Layser's Flowers, Inc.	Phoenix Flower Shops	Jacob & Rita Van Namen
Herman Lederer Sons	William Pinchbeck, Inc.	Vanni Nursery, Inc.
Lee Wholesale Floral, Inc.	Mr. & Mrs. Gustav C. Poesch	Vestal Woda Farms
Ed Lenz Enterprises, Inc.	Poulsen Greenhouses, Inc.	Victor The Florist
Lindskoog Latham Flowers	Pressells Flowers	Vinson & Fortiner
Lloyd's Wholesale Florist	Harvery O. Preuss Florists	Vogt's Flowers, Inc.
Ludy Greenhouse	Quality Gladiolus Gardens, Inc.	Wadsworth Control Systems, Inc.
Manufacturing Corp.	Quality Wholesale Florist	Curtis Wagner Co., Inc.
Lynde Greenhouses, Inc.	Quinlan Wholesale Florist, Inc.	Wagner Greenhouses, Inc.
M & M Wholesale Florist, Inc.	George W. Radebaugh & Sons	P.A. Washburn
W.W. McAllister Co.	Regional Farms, Inc.	Welch Wholesale Florist, Inc.
H. Hunter McIntire	Reliable Glassware &	West Side Greenhouses
Rod McLellan Co.	Pottery Co., Inc.	Weston Trucking Co.
McNamara-Broadripple Florist.	Curtis W. Richardson, Inc.	Weyerhauser Tissue
Robert Mann Packaging Co.	Steve Summers	Culture Center
Marshall St. Greenhouses	Rockwell Farms, Inc.	Bruce Wheeler
Mary Jane Florist Gift Shop	Ross Marketing	Virginia Wienhoeber
Andy Mast Greenhouses	Royal Gorge Flower Farms, Inc.	J.F. Wilcox
Henry Mast Greenhouses, Inc.	San Lorenzo of Texas	Wild Flowers Quality Wholesale
Mazzoni Farms, Inc.	Satow Growers, Inc.	Florist, Inc.
Meldrum Manufacturing &	Schaaf's, Inc.	Wilhide's Flowers
Engineering	Mr. & Mrs. Israel Schneider	Windler Wholesale Floral Co.
Meskens'	Mr. & Mrs. Robert O. Schurke	World Flowers, Inc.
Ruth Messmer-Florist, Inc.	Seagroatt Companies	Everett Wright
Alice Metcalf	Selecta Farms, Inc.	XYZ Import, Inc.
Henry F. Michell Co.	Select Ribbons, Inc.	G. Ramsey Yoder
Middle Atlantic Florists Association	Delois C. Shelton	York Flowers, Inc.
Harry Miller Flowers	Shenandoah Floral	Zieger & Sons, Inc.
Paul Minor, Inc.	Manufacturing Co., Inc.	Zipperer Farms

**Sentinel**

Air Conditioned Roses  
Allen Associates, Inc.  
Allied Florists of Delaware Valley  
Allied Florist Association of Virginia  
Allied Florists Association  
of Greater Washington  
Allied Florist of Worcester County  
Amling Co.  
Clarence Amling Roses, Inc.  
Andre Greenhouses, Inc.  
A-Roo Company  
Augusta Wholesale Florist  
B&K Tool Die Stamping Co., Inc.  
Harold L. Bachman  
Stanley Bachman  
Todd L. Bachman  
Maud Baker Flower Shop  
Banner Flower Shop  
Barter Brothers Florist  
John P. Bartlett  
Henry Bass Greenhouses  
Baumgarten Krueger Floral  
Bell Greenhouses, Inc.  
Bens Transworld-Imports  
Glenna H. Benton  
H.G. Berning  
Hubert J. Beudert  
George's Wholesale Florist  
Bonnett Wholesale Florist, Inc.  
Boone Greenhouses, Inc.  
Bordine's Better Blooms  
Louis J. Brand  
Frederick Brasco Florist  
Breitinger's Flowers, Inc.  
Brookview Floral, Inc.  
Brothers Brothers  
Buffalo Import Co.  
Busch Greenhouses, Inc.  
Callaway Florists & Greenhouses  
Callison's, Inc.  
Elaine L. Carbone  
Carey's Flowers, Inc.  
Carpenter's Flower Shop  
Cedar Bridge Nurseries  
T.S. Chan Nursery, Inc.  
Channel Island Floral  
Chase Gardens  
G.C. Chastain Co., Inc.  
Archie Clapp  
Frank Clesen & Sons, Inc.  
D.S. Cole Growers  
Collins Flowers, Inc.  
Colman Florist, Inc.  
Colonialware Wholesale, Inc.  
Colorado Gold Wholesale Florist

Colorado Springs Wholesale Florist,  
Inc.  
Columbia Florist Club  
Connell's Bexley Greenhouse  
Harold Cook  
P.S. Cook  
Cosmar Air Freight Service  
Costa Nursery Farms  
Costin's Flowers & Gifts  
Cottage Gardens Nursery, Inc.  
John W. Cox Wholesale Florist  
Craftex Wholesale Distributors  
Creative Marketing Concepts, Inc.  
Cronin Florist Shop  
Crown Floral  
Crown Import Corp.  
D & C Wholesale Florist, Inc.  
D & W Greenhouses  
Dalton's Flowers  
Danielson Floral Co.  
Kay Danzer Co.  
Daudelin's Flowers-Gifts  
Dautoff Flower Growers  
Delaware County Wholesale Florist  
Detroit Flower Growers, Inc.  
Dietert Wholesale Florist  
Gene M. Dodson and Associates  
Doherty Flowers  
Dramm International, Inc.  
John Dramm Sales  
Durban Greenhouses, Inc.  
Ralph Durst Rose Gardens  
Dusty's Flowers & Gifts  
DWF of Dallas  
DWF of Norfolk  
DWF of St. Louis  
DWF of Salt Lake City  
DWF of Tacoma  
Eastern Floral and Gift Shop  
Echter's Greenhouses, Inc.  
Elfrieda's Flowers, Inc.  
Elliott Greenhouses  
Entenmann's Florists  
Everflora Chicago, Inc.  
Express Seed Co.  
FTD District 6 H & I  
FTD District 13 J & K  
FTD District 7 J  
FTD District 9-B  
FTD District 15 E  
FTD District 11-K  
FTD District 13-B  
FTD District 13-D  
FTD District 11 O & P  
FTD District 11 M  
Fantom & Gahs Greenhouses, Inc.

Fayette Wholesale Florist, Inc.  
Fellys Flowers, Inc.  
The Fetzer Greenhouses  
Robert Fine Associates  
Dave Fischer Greenhouses  
Fischer's Flowers  
Floral Marketing Association  
Floral Supply, Inc.  
Floralware By EPM  
Florida Fern Growers Association  
Florists Review  
Flot Aire, Inc.  
Flowers By Dick & Son  
Flowers By Ford  
Flowers Direct, Inc.  
Flowers First, Inc.  
Flowers From Florida, Inc.  
Flowers Tommy Luke  
Flowers Inc. Wholesale  
Forest Grove Ferneries  
Four Seasons Roses  
Fraser's Flowers  
Fredlo Farms  
Freeman's Flowers  
G&E Greenhouses, Inc.  
Gainan's Flowers  
Galloway Florists, Inc.  
Gardenville Greenhouses  
Gardner's Westwood Flower Shop  
The Garland Company  
Garner Farms, Inc.  
Jerry Geary Flowers  
Genna's Wholesale, Inc.  
George M. Geralis  
Gerhart Greenhouses  
Germantown Greenhouses, Inc.  
Glenn's Wholesale Florist, Inc.  
Golden Gate Flower Growers  
Gongaware & Parry Florist  
Graham Wholesale Floral, Inc.  
Grayce Floral Supplies, Inc.  
Greater St. Louis Flower  
Growers Association.  
Green Circle Growers, Inc.  
Green Mountain Florist Supply  
Helen Haley  
Helsema Greenhouses  
Harmar Products, Inc.  
Harrison Flowers  
Hartford Farms, Inc.  
Hartford Florist Supply  
Billy Heroman's Flowerland, Inc.  
Hertog Floral Co.  
Ed Heyden Greenhouse  
Hibco Plastics, Inc.  
A.B. Hill

Hixon's Floral School	Massoni Wholesale, Inc.	Poets of WF&FSA
Hoo's Florist & Plant Shop	The R. Alexander Masson Foundation	Pontiac Greenhouses
Hopper's Wholesale Florist	Mattern Floral, Inc.	Princess Ribbon Corp.
Hrnak's Flowerland, Inc.	Mattoon Flower Shop & Greenhouses	S. Russell Prizer Florist
Huhn's Greenhouse	Matzke Florists	Reeds Flowers
Hungerford Farms, Inc.	Meadows Brothers Nursery Equipment	Henry T. Ritter
Joy of Flowers	Joseph S. Merritt Jr.	Riverside Wholesale Florist
Illiana Unit of Teleflora	Donald Metzger	Clarence Roberts
Inglis Florist	Edwin Michel, Inc.	Rockville Florist
International Flower Exchange	Mid Island Floral Supply Ltd.	Rocky Mountain Wholesale Florists, Inc.
Ironwood Evergreens, Inc.	Kei Mikuriya	Dick Rosacker
Ivandale Floral Co.	Miller Floral Co.	Rose Club
J & E Wholesale Floral Co.	Don Miller Greenhouse Co.	Rosedale Greenhouses, Inc.
Earle A. Johnson Florist	Mistletoe Wholesale Florist	Rosemont Gardens
Johnson Floral Co.	Miyashita Nursery	Rough Brothers, Inc.
Johnson Greenhouses, Inc.	Mobile WholesaleFloral Co.	Rubens Originals
Johnston The Florist	Erwin Mojannier Enterprises	St. Louis Wholesale Plant Co.
Robert Jones' Mt. Madonna Orchids	Montana State Florist Association	San Diego Florist Supplies
KPT Wholesale Florist	Moore's Wholesale Florists	James Saunoris & Sons, Inc.
Kannapolis Wholesale Florist	John R. Moore Greens Co., Inc.	Savon Wholesale Florist Supply
Kansas State Florists Association	Moore's Wholesale Florist	Mrs. Cel Scherrer
Kariya Nursery	Morgan Guaranty Trust Co. of New York	Schlag's Gladiolus Farms
Kato Cut Flower	Mosmiller Florist	Sedan Floral, Inc.
Kearney Floral Co.	Mountain View Wholesale Florist, Inc.	Shady Hill Gardens
Kel-Stan Product Co.	Nabeta Nursery, Inc.	John D. Shanklin
Kervan Co., Inc.	K. Nakashima Nursery Co.	Willis Shaw
Norm Kesel Florist, Inc.	National Greenhouse Co.	John Shelton
Mrs. Leland T. Kintzele	James Naylor, Inc.	Sheppard Enterprises, Inc.
Koch Originals	Neilson Orchids	Robert & Nancy Shibata
Kocher Flower Growers	Ness Flowers	Shinoda Design Center, Inc.
Kodama Sunnydale Greenhouse	Neubauers Flowers, Inc.	Sierra, Inc.
Kono & Sons, Inc.	Newports Flowers, Inc.	Siri Brothers Nursery, Inc.
Kuhn Flowers, Inc.	Niedens Hillside Floral, Inc.	The Gordon L. Smith Co.
Lake Washington Greenhouses	Nishimoto Nursery	Ray Smith Cut Flowers
Lala Imports, Inc.	Novelties By Premier Ltd.	Smith's Flower Shop
Lebens Flowers, Inc.	G. Nutile, Inc.	Society of Iowa Florists
Merlin Leger	Oakland Flower Shop, Inc.	South Louisiana Co-op, Inc.
Leo's Flowers	The Oklahoma Flower Market	Southern Cut Wholesale Flowers
Leonard Levy	Orchid Isle Nursery	Sparks Florist
Lewis Brothers, Inc.	Orlander Florist, Inc.	Specialty Wood Products
Louisiana Wholesale Florists, Inc.	Herman Orth Corp.	Spokane Flower Growers, Inc.
Dave Lowenheim & Associates	Pacific Flower Shippers, Inc.	Springfield Florists' Supply, Inc.
MGB Wholesale, Inc.	Panacea Products Corporation	Spurlock's Flowers
McCallum Wholesale Floral Services, Inc.	Panzer Nursery, Inc.	Stadium Flowers
J.M. McConkey & Co., Inc.	Paradise Candles, Inc.	Stemson's
McLeod Florist	C.P. Wagner Company	Stonehurst Wholesale Florists
Maday Wholesale Greenhouses, Inc.	S. Arthur Peterson, Inc.	Stonequarry Greenhouses, Inc.
Maekawa Brothers Greenhouses, Inc.	Pickrells Wholesale Flowers & Supplies	Mr. & Mrs. Leo Stuhldreher
Magicsilk Div. of Selo, Inc.	Pietrafeso Greenhouses	Suburban Wholesale Florist
Richard Malvern Florist	Pletschers Greenhouses, Inc.	Daniel Sugrue and Sons
March & Co.		Sunflowers Florist
Joseph Markow Florist		Sun Valley Bulb Farms, Inc.
		Sunwest Wholesale Floral
		Superior Florals, Inc.
		Swanson The Florist, Inc.

T and W Sales Co.  
George Teufel Holly Farm, Inc.  
George Thomas Floral  
Thornton Wholesale, Florists  
Tietze Wholesale Florist  
Tobler's Flowers, Inc.  
Todd's Flowers  
Topstar Floral, inc.  
Tri City Florist Supply  
Tropic Greenhouses  
Tropical Foliage Plants, Inc.  
Tulsa Flower Exchange, Inc.  
Two-E Carnations, Inc.  
Union County Florist Supply, Inc.  
Uto's Greenhouse, Inc.  
Val-Al Greenhouses, Inc.  
Jack A. Van Namen  
Van Zanten's, Inc.  
Vans Floral Products of  
    Indianapolis  
Vaughan, Inc.  
Vestal Wholesale Florist, Inc.  
Viva's Flowers  
Viviano Flower Shop  
Wald Imports Ltd.  
Clinton A. Wallace  
The Wamego Floral Co.  
Watsonville Nurseries  
Weinstocks Flowers & Gifts  
Ray Western  
Wilch, Smith & Brock  
Dr. Harold F. Wilkins  
Willow Specialties  
Wilmington Florists Exchange, Inc.  
Winandy Greenhouse Construc-  
tion Co.  
Norman H. Winter, Inc.  
Witmer's Greenhouses, Inc.  
Hubert J. Wolfe  
Wm. Woodruff's Son, Inc.  
Yoshida Farms, Inc.  
Youngstown Plant & Flower  
ZimlickhThe Florist, Inc.

### Sponsor

Adams Flowers, Inc.  
Ades & Gish Nurseries  
Adhesive Technologies  
Advanced Horticultural  
    Systems  
Amato Wholesale  
American Floral Exchange  
America's Florist Petalpeddlers  
Annandale Florist, Inc.  
Arne Distributors, Inc.  
Artistic Flowers, Inc.  
Associated Florist  
    Supplies, Inc.  
B & H Flowers, Inc.  
Baack's, Inc.  
Debby Moore Baker  
Barkley's Woodstock  
    Floral  
Mickey Batinelli  
Bradley Beck  
Briarwood Florist  
Brilliant Farms  
Bill Bucnick  
California Protea  
    Management  
Frank Campisi  
Cenflo, Inc.  
F.L. Chopin & Sons, Inc.  
City Floral Co.  
Clair's Flower Shop, Inc.  
Floyd R. Claprood  
Colombian Carnations, Inc.  
Cortright Village Florists and  
    Greenhouse  
Cypress Hills Florists  
Diamond-Line Container Corp.  
Dunlap, Codding & Peterson  
Stewart N. Dutterer  
    Flower Shop, Inc.  
Barry Elman  
Engwall Floral  
Cindy Essers Floral Shop  
Everbloom, Inc.  
Farm Fresh Flowers, Inc.  
Clifford T. Farmer  
Field of Flowers  
Fischer & Paige Ltd.  
Flowers By Georgia  
Flowerstee Nursery, Inc.  
Flowerwood  
Fran's Florist  
Fred's Flowers, Inc.  
Jim & Donna Gaunt  
Barbara Gilbert  
Glen Head Flower Shop  
GM Floral Company  
Kenneth L. Goldsberry PhD  
Grandview Greenhouses  
Green Valley Floral  
Douglas L. Hagemann  
Hallmark  
Hampshire Paper Corp.  
Vantage Financial Group  
Hoogasian Flowers, Inc.  
Kenneth W. Hopkins  
Horizon Farms, Inc.  
Arthur & Alice Ito  
Johnsen's Wholesale Florist  
Johnstons Quality Flowers  
Kervar, Inc.  
The Kester Wholesale Floral Co.  
Kirstin J. Knott  
The Straw Flower  
Lary's Florist, Inc.

Lawrence Farms  
Dr. Richard Lindquist  
Littler, Mendelson, Fastiff,  
    Tichy & Mat  
Lopshire Flowers  
Lucy Little Flower Shop, Inc.  
Mac Lennan's Flowers, Inc.  
Main Wholesale Florist, Inc.  
Marlowe's Flowers & GiftsMartina's  
    Flowers  
M.J. McCall Co., Inc.  
Meister Publishing Company  
Dillon Floral Corporation  
Dr. Marvin N. Miller  
Molbrook Floral Fantasies  
Moore Greens, Inc.  
Curtis & Jonna Morgan  
Mt. Vernon Florist, Inc.  
Mountain View Florist, Ltd.  
Hartmut & Lilia Neuendorff  
Nickeson Greenhouses  
John M. Nielsen  
Nobel Floral, Inc.  
Nuckton Company  
Ocean View Flowers  
Ag. Research & Ed. Center  
Palisade Greenhouse, Inc.  
Paul's Unique Creations  
Plants, Inc.  
Pleasant Valley Flowers, Inc.  
Mr. & Mrs. Gregory  
    Reeves-Fortney  
Relles Florist  
A. Repetto Nursery  
Rheba's House of Flowers  
Robertson of Chestnut Hill Florist  
Rosebay Florist Ltd.  
San Diego Flowers  
San Diego Wholesale Florist  
Schneider's Greenhouses  
Schroeder's Flowers, Inc.  
Schuster's of Texas, Inc.  
Silver Lerner Schwartz & Fertel  
Sleepy Hollow  
C. Gordon Swanson  
Marie Swanson  
Sweats Flower Shop  
Sweetwater Tropicals  
Swiss Army Brands  
TPG Development Corp.  
Arne & Pauline Thirup  
Tri-State Florist Supply, Inc.  
Uniflor Limitada  
John Van Hanford Jr.  
Van Maele's Florist &  
    Greenhouse, Inc.  
James Van Namen  
Vaughan's Seed Co.  
Gregory Walker

John L. Webster  
Wanda M. Weder  
Your Flower Shop &  
    Greenhouse  
Jack E. Williams  
Woodring's Floral Gardens  
Chip B. Wright  
Fusae Yoshida  
Yuba City Florist

**Giver**

Natasha L. Abbott  
Jean Adamczak  
Basore & Associates, Inc.  
Karey L. Bassett  
H.J. & Jane Bowen  
Esther Brand  
Marcella J. Brown  
Central Michigan Wholesale  
Diane E. Dorius  
Laurie J. Dorman  
Rita & John Fair  
Fresh Cut Cards  
William P. Golden  
Roy Hashimoto  
Philip & Phylis Hazelwood  
Hemmrich & Associates  
Cynthia L. Hoogasan  
Laura Kantakis  
Flowertree Nursery, Inc.  
Keiko Kitayama  
Barbara A. Koch  
Michihiro Kono  
Paul & Bupp Kornfiled  
Mira K. Lancaster  
Dwight Larimer  
Tina Lee Lenberger  
Nancy E. McCuen  
Sylvia C. Martinez  
Tamaye Nakano  
New Nursery  
Nitao Nursery  
Kathryn D. O'Neil  
William & Pam Pinkerton  
Tom Pskowski  
Pyramid Flowers, Inc.  
Mary Rios  
Jack & Gail Rogers  
Romano Greenhouses  
Rose City Greenhouse  
Esther S. Rubin  
Margaret Siira  
Silver Terrace Nursery  
Molly S. Slete  
Doug Smith  
Julie M. Stuck  
Sharon Suyeyasu  
Richard Tucker  
Jane Wong  
John A. Wott

## FTD Clearing House

A Little Something	Clark Street Florists, Inc.	Flower Lane Florists, Inc.
A Sweet Touch Florist	Clark's Flowers	Flower Parlour
A. W. Seeley & Son	Clarks San Luis Obispo	Flowerland
Acacia Flower Shop, Inc.	Claudia's Flowers	Flowerland Florist
Accent Florist	Clayton's Floral & Garden	Flowers Galore
Adam's Florists, Inc.	Cleveland The Florist	Flowers and Gifts by Barbara
Aiea Florist	Coalinga Floral	Flowers by Colette
Albert's Flowers & Greenhouse	Colonial Florist	Flowers by Dick Lee, Inc.
Aldrich Floral Studio	Colonial Flower Shop	Flowers by Goz, Inc.
Aloha Florist	Colonial House of Flowers	Flowers by Hansen
Altman's Flower & Gift Box	Conway Palms Florist	Flowers by Jean Ann
Altus Floral Co.	Cooke's Flowers, Inc.	Flowers by Voyer, Inc.
Ann's Florist & Greenhouse	Cottage Flowers, Inc.	Forte's Flower Patch
Annandale Florist & Nursery	Country Thickets, Ltd.	Foster's Flowers
Anthony's Florist & Gifts	Crevasse's , Inc.	Four Seasons Florist
Arlene's Flowers	Crouthamel Flower Shop	Fran's Florist
Audrey's Flower Shop, Inc.	Crown Heights Florist	Frances Flower Shop
Aurora Village Florist	Cupertino Nursery & Florist	Fred's Flowers and Gifts
Backmann Florist	Cypress Gardens Flower Shop	Freeman's Florist, Inc.
Ball - Park Floral	Dahl's Floral Gardens	Fussell Florist, Inc.
Barbara's Blossom Shop, Inc.	Dalsimer, Inc.	Galetton Greenhouses
Barth's Florists	David's University Florist	Gali's Flower & Garden Center
Beatty & Sons Florist	Davis Florist	Garden City Florist
Becks East Peoria Florist	Demmie Blackistone & Assoc.	Garrison Hill Greenhouses
Bill O'Shea's Florist	Dicks Flowers, Inc.	George W. Radebaugh & Sons
Blossom Shop Florist	Dunwoody Flowers, Inc.	Gig Morris Belmar Florist
Bob Olin's Flowers	E. L. Rocquin Florist & Grnhs.	Gilliam's Flrst of Greensboro
Bortmas the Butler Florist	E. R. Adgate & Son Florist	Ginza Florist & Gift Shop
Boulevard Florist & Grnhs.	Edmonds Flower Shop	Girton's Flowers & Gifts
Bouquet Boutique Flowers	Elaine's Flowers	Glen Terrace Flower Shop
Bouquet Boutique, Inc.	Elizabeth's Flowers	Glidden Campus Florist
Boyntons Greenhouse	Elizabethtown Florist	Gordon's Flowers
Brandywine Flower, Inc.	Elmwood Florist, INC.	Grassi's Flowers & Gifts
Broadmoor Florist	Emily Jaynes Flowers, Inc.	Green Bay Floral & Greenhouse
Brown's Flowers	Emling Florist	Green Leaf Florist
Buckingham Florist, Inc.	Emma's Flowers & Gifts	Greenspoint Florist
Buds 'n Bees	Empire Florist	Greewald's Greenhouses
Buell Florist & Greenhouse	Erickson's, Inc.	H. J. Nielson Florist
Burgevin Florist	Eve's Flowers, Inc.	H. Mormile & Sons
Burns Floral Co. & Greenhouse	Evelyn's Flowers	Haberkamp's Flowers
Burns Florist	Everett Mall City Floral	Hall & Di Maria Flower Shop
Busse & Rieck Sunnyside Greenhouses	Eveleth Floral Co.	Halliwells Florist
Butterfields Mall	Feeney Florist	Hamill Floral
Cable Car Florist	Fellys Flowers Inc.	Hanna's Florist
Casa Trias Florist	Ferrari Florist Gifts	Hansens Flower Shop, Inc.
Cason's Flowers & Gifts	Festus Flower Shoppe	Harold A. Ryan, Inc.
Charles The Florist	Fields Flower Shop	Harold Hoogasian Flowers
Chars Flowers, Inc.	Floden's Florist	Harold's Flowers
Chester's Flower Shop & Grnhs	Floral Arts	Harrison's Flowers
Christensen the Florist	Floral Creations, Inc.	Harry Quint Greenhouse
Christoffers Custom Flowers	Florist Atlanta	Hart Floral
Chula Vista Florist Co.	Floristically Yours Flowers	Hemmerly's Flowers & Gifts
Cinderella Flower Shop	Flower Basket	Henry Weiland Co.
City Floral Shop	Flower Basket Greenhouses	Heritage Flowers
Clair's Flower Shop, Inc.	Flower Bowl & Gift Shop	Hibbard's Inc.
Clark Kennedy Florist	Flower Fair	Hillside Florist

Hilltop Florist	Minton's Flowers	Simi Valley Florist
Holmes-McDuffy Florist, Inc.	Mueller's Flower Shop	Smith Floral Co.
House of Flowers Greenhouse	Murphy Florist & Gifts	Smith's Greenhouses, Inc.
Hrnak's Flowerland, Inc.	Nature Nook Florist	Spencer Florist & Grdn Center
Hunkel	Newtown Square Flower Shop	St. Cloud Floral, Inc.
Hutchinson's Flowers, Inc.	Norm Kesel Florist, Inc.	Stanley's Flower Shop, Inc.
Ice House Flowers, Inc.	North Liberty Flower Shop	Stanleys Fl&Fr Baskets
Inglis University Florist	Northside Floral	State College Floral Shop
Issaquah Floral & Gift Shop	Norwalk Florist	Steffy's Flowers
Jan's Flower Affair	Novak Flowers, Inc.	Stember Fashions in Flowers
Jean's Flower & Gift Shop	Olympia Florist, Inc.	Swanson The Florist, Inc.
Jenks Flower & Gifts	Osborne's Florist	Swartley's Florist
Jim's Flowers	Oscoda Floral	Taylor Floral Co., Inc.
Johnnie's Floral Shoppe	Owens Flower Shop, Inc.	Tehachapi Flower Shop
Johnson's Flower Center	Parmentier's 9th St. Floral	Thatchers Florist & Gifts
Joseph Thomas Flower Shop	Paul's Flower and Plant Shop	The Bouquet Shop
Judd's Flowers & Plants	Penfield Flower Shop, Inc.	The Denville Plant Peddler
Jultak's Flowers	Penny & Irene's Flowers	The Flower Cart, Inc.
Karen's Flower Kottage	Petal Florist	The Flower Mill
Keefe's Flowers, Inc.	Petal Patch	The Green Scene
Ken's Flowers & Gifts	Petal Pusher Florist	The Little Greenhouse
Ken-Mar Flowers	Peter's Flowers	The Loraine Gardens
Kingston Floral	Phoenix Flower Shops	The Norwich Flower Shop
Kitty's Flowers	Placerville Flower Shop	The Petal Pusher Florist
Lafleurs Flower & Gift Shop	Plaza Flowers	Susan L. Boyd
Lee Polites-Florist	Pompton Lakes Florist	The Posey Patch Florist
Lee's Flower & Gift Shop	Posno Flowers	Tucker Flower Shop, Inc.
Lenores Florist	Pretty Flowers	Tulip Tree Floral
Lesher's Flowers, Inc.	Pugh's Floral Shop	Valley Flowers
Lige Green Flowers & Gifts	Queen Anne Flowers & Gifts	Vidor Florist Shop
Lilly's Flowers	R. Miller Florist	Village Flower & Gifts
Little Mountain Flowers	Ralph Dillon's Flowers	Village Green
Log Cabin Florist	Reed-Hills Florist	Vincent's Greenhouse
Lombard Floral Co.	Riedel's Flowers, Inc.	Virginia's Flowers
Longmont Florist, Inc.	Riverside Greenhouses, Inc.	Walker's Florist
Lorbeer's Flower Shoppe	Riverview Florist	Wayside Gardens, Inc.
Lord's Flowers	Robbins Flowers	Wayside Nurseries
Los Alamitos Florist	Robert A. Lehde Florist	Weinstock's Florists, Inc.
Lumberton Floral Co., Inc.	Robert Rogers Florist	Welke's House of Roses
M'Lady's Flowers	Rockcastle Florist	Western Florist
M. J. Steiner Flower Shop	Rockville Florist	Westloop Floral
Mableton Flower Shop	Rocky Ford Floral	Wharton House of Flowers
Main Street Florist, Inc.	Rosaia Brothers Floral	Whidden Florist, Inc.
Marion Smith Florist	Rose Glen Florist, Inc.	William J. Franklin
Markers University Florist	Rose's Florist, Inc.	William-Edward Florists
Mary Bell's Flowers	Rosie's Florist & Gift Shop	Williams Flower Shop
Mary Jane's Floral Basket	Rothermel Flowers & Gifts	Winfield Flower Shoppe
Matles Florist	Sam's Flower and Gift Shop	Winter Floral Co.
Mc Kinney's Flowers, Inc.	San Rafael Floral Company	Wirth Florist
McLean Flower Affair	Santa Rosa Flower Shop	Woodbridge Shoppe
McLeod's Flowers	Scmidt's Flowers	Woodinville Florist
Memorial City Florist	Scott Florist	World of Flowers
Miami Floral	Sea Tac Flowers	Yazel's Colonial Flowers
Michler Florist, Inc.	Seifert's Floral Co.	York Flowers, Inc.
Midway Florist	Shady Lawn Florist & Grnhs.	Yuess Gardens Company
Midwest City Flowers Shop	Shirley Dean's Flowers	Zimmer Floral, Inc.
Millard Greenhouses	Silk's Flower Shop	

### RESEARCH

#### 1993 Projects Funded

##### Breeding

*Breeding of New Hippeastrum Clutivars Using Diploid Species,* (4th year). \$10,000  
Dr. Alan W. Meerow, University of Florida.

*Breeding of Geraniums Which are Resistant to Botrytis Blight.* \$15,609  
Dr. Richard Craig, The Pennsylvania State University.

##### Economics

*Flora-Stats*, an all-industry statistical data and information base initiative sponsored by the American Floral Endowment to include a comprehensive consumer research study. \$160,000

##### Horticultural Therapy

*The Impact of Adding Plants to a Stressful Setting,* (2nd year). \$5,000  
Dr. Virginia I. Lohr, Washington State University.

##### New Crops

*SAF/USDA/Endowment New Crops Program: Research conducted under an Endowment/USDA Agreement*, at USDA, Beltsville, Maryland (4th year of 5 year agreement). \$30,000

##### Pest Management

###### Diseases and Nematodes

*The Effect of Modifying the Mocroenvironment Among Geranium Stock Plants Within a Greenhouse on Botrytis Blight and Sporulation of Botrytis Cinerea,* (3rd year). Dr. Mary K. Hausbeck, Michigan State University. \$17,000

*Managing Fungal Diseases of Ornamentals with Bicarbonate and Determining Their Mode of Action,* (2nd year).  
Dr. R. K. Horst, Cornell University. \$20,000

*Control of Tomato Spotted Wilt Virus Using Transgenic Plants That Produce Virus-Specific Monoclonal Antibodies,* (2nd year).  
Dr. John S. Hu, University of Hawaii. \$10,000

*Production and Maintenance of Pathogen Free Bulb Crops Under Field Conditions in Florida.*  
Dr. F. William Zettler, University of Florida. \$17,000

*Development of Resistance to Tomato Spotted Wilt and Similar Viruses in Floral Crops,*  
Dr. James W. Moyer, North Carolina State University. \$25,000

*Detection and Partial Characterization of Pelargonium Viruses  
with Emphasis on Pelargonium Flower Break Virus,* \$ 5,000  
Dr. Stephen T. Nameth, Ohio State University.

### **Insects and Mites**

*Fungal Pathogens for Biocontrol of Thrips in Greenhouses,* \$ 10,000  
(2nd year).  
Dr. Bruce L. Parker, The University of Vermont.

*Plant Resistance as Part of IPM for Whiteflies  
on Floral Crops, (3rd year).* \$ 20,000  
Dr. John P. Sanderson, Cornell University.

*Evaluation of Elevated CO<sub>2</sub> for Control of Greenhouse and Sweet  
Potato Whiteflies on Poinsettias, (2nd year).* \$ 7,000  
Dr. Susan S. Han, University of Massachusetts.

*Development and Implementation of IPM Strategies  
In Floriculture, (6th year).* \$ 50,000  
Dr. Michael P. Parrella, University of California - Davis.

### **Physiology**

*Identification of Ethylene Responsive Genes in Flowers,* \$ 10,000  
(2nd Year).  
Dr. Kathleen B. Evensen, Pennsylvania State University.

*Leaf Yellowing in Easter Lilies: Causes and Solutions,* \$ 22,000  
Dr. William B. Miller, Clemson University  
and Dr. Allen P. Hammer, Purdue University.

*System II Ethylene Synthesis in Carnation Petals,* \$ 11,000  
Dr. Richard J. Gladon, Iowa State University.

### **Post Production Studies**

*Post-Greenhouse Production Evaluations of Forced  
Bulbous Plants, (5th year).* \$ 12,000  
Dr. Terril A Nell, University of Florida,  
and Dr. Gus DeHertogh, North Carolina State University.

### **Production Technology**

*Evaluation of a Simple Automated Bioreactor for the Production  
of Pelargoniums, (2nd year).* \$ 5,000  
Dr. Richard N. Arteca, Pennsylvania State University.

*Development of a Plant Shoot Temperature Model for  
Greenhouse Climate Management.* \$ 15,000  
Dr. Royal Heins, Michigan State University.

### **Other**

*Human Resource Management Practices in Florist Production Firms,* \$ 21,000  
(2nd year).  
Dr. Thomas R. Maloney, Cornell University.

### **Education**

*Career Opportunities in the Floriculture Industry Video Production.* \$ 36,320  
Virginia R. Walter, Cal Poly State University.

## 1994 Projects Funded

### Breeding

*Breeding of New Hippeastrum Cultivars Using Diploid Species,* \$10,000  
(5th Year).Dr. Alan W. Meerow, University of Florida.

*Breeding of Geraniums Which are Resistant to Botrytis Blight,* \$10,000  
(2nd Year).Dr. Richard Craig, Pennsylvania State University.

### Economics

*FLORA-STATS, an all-industry statistical data and information base initiative sponsored by the American Floral Endowment to include a comprehensive consumer research study.* \$150,000

### Pest Management

*Control of Tomato Spotted Wilt Virus Using Transgenic Plants That Produce Virus-Specific Monoclonal Antibodies,* (3rd Year). \$6,500  
Dr. John S. Hu, University of Hawaii.

*Development of Resistance to Tomato Spotted Wilt Virus and Other Similar Viruses in Floral Crops,* (2nd Year). \$15,000  
Dr. James W. Moyer, North Carolina State University.

*Integrating Control of Botrytis and Powdery Mildew in a Greenhouse Crop.* Dr. Mary Hausbeck, Michigan State University. \$20,000

*Production and Maintenance of Pathogen Free Bulb Crops Under Field Conditions in Florida,* (2nd Year). \$7,000  
Dr. F. William Zettler, University of Florida, Gainesville.

*Development of IPM Strategies for Floricultural Crops,* (7th Year). \$30,000  
Dr. Michael P. Parrella, University of California, Davis.

*Plant Resistance as Part of IPM for White Flies on Floral Crops* \$15,000  
Dr. John P. Sanderson, Cornell University.

*Greenhouse Trials: Fungi for Management of Thrips,* \$10,000  
Dr. Bruce L. Parker, University of Vermont.

*Insecticidal Controlled Atmosphere for Management of Sweet Potato Whitefly.* \$6,000  
Dr. Susan S. Han, University of Massachusetts, Amherst.

### Physiology

*Leaf Yellowing in Easter Lilies: Causes and Solutions,* (2nd Year). \$12,000  
Dr. William B. Miller, Clemson University, and  
Dr. Allen Hammer, Purdue University.

### Post Production Studies

*Post-Greenhouse Evaluations of Forced Bulbous Plants,* \$10,000  
(6th Year).Dr. Terril A. Nell, University of Florida, and  
Dr. August A. De Hertogh, North Carolina State Univeristy.

*Increasing Flowering Potted Plant Longevity.* \$ 12,000  
Dr. Terril A. Nell, University of Florida.

*Regulation of Ethylene Production During Postproduction Handling of Flower Crops.* \$ 10,000  
Dr. William R. Woodson, Purdue University.

#### **Production Technology**

*Development and Demonstration of Low Cost, Easy to Manage Zero Runoff Systems for Small-Sized Pot Plant Growers.* \$ 4,500  
Dr. Thomas C. Weiler, Cornell University.

*Development of a Plant Shoot Model for Greenhouse Climate Management, (2nd Year).* \$ 10,000  
Dr. Royal Heins, Michigan State University.

*Evaluating Paper Sludge in Container Media Used for Mum Production.* \$ 3,500  
Dr. Robert R. Trippi, University of Idaho.

## **EDUCATION**

Attracting personnel to the floral industry has sometimes been difficult. Competition from other industries, even within the agricultural community, has always been a formidable factor. Endowment educational related programs bring a focus to the floral industry as a career.

### **Mosmiller Scholar Program**

Prior to the inception of the Vic and Margaret Ball Internship program, the Mosmiller Scholar program provided a combination internship/grant-in-aid program to outstanding students enrolled in floriculture or environmental horticulture degree programs. Training could be in any phase or segment of the floral industry.

With the Vic and Margaret Ball program established specifically for the production segment, Mosmiller Scholarships were altered to focus and provide training in the wholesale and retail segments.

In addition to students studying in floriculture/horticulture programs, those in business schools at 2 and 4 year colleges and universities with nationally recognized floriculture programs are eligible to apply. The current award is \$2,000 per student. During 1993/94 five students were accepted into the program.

### **American Horticultural Therapy Association**

The AHTA is dedicated to the development of horticultural therapy efforts that serve and train persons with disabilities or who are otherwise disadvantaged. The organization is also vitally concerned with the professional development, education and enhanced expertise of horticultural therapy practitioners. \$500.

### **Vic and Margaret Ball Internship**

Through a major gift to the Endowment, the Vic and Margaret Ball Internship program was established for students at accredited 2 and 4 year institutions with nationally recognized floriculture/horticulture programs interested in the production aspects of floriculture.

This program is designed to provide an important link between traditional education and hands-on work experience in an effort to provide a complete education.

Outstanding students are selected to train for either three or six months. Awards are for \$3,000 or \$6,000 depending on training duration.

During 1993/94, thirteen students were accepted into the program.

### **Intercollegiate Flower Judging Contest**

Much like the FFA floriculture contest for high school students, the intercollegiate contest brings university teams together to compete to determine who knows the most about the end result of cultural perfection of fresh flower, foliage and flowering plant production. Some years ago the contest was expanded to include floral design competition as well. \$6000.

### **National Junior Horticulture Association**

NJHA is the only organization dedicated solely to youth interested in horticulture. Programs are designed to help young people obtain a basic knowledge and understanding of horticulture and develop leadership skills. \$500.

## National FFA Foundation Programs

In continuing efforts to bring a focus on floriculture through students already interested in agriculture as expressed through their membership in FFA (Formerly Future Farmers of America), the Endowment sponsors several programs annually through the FFA Foundation. They are: Floriculture Proficiency Award, Floriculture Scholarship; Floriculture Contest; Booth at FFA National Convention.



1993 National FFA Proficiency Finalists pictured with sponsor John Tomasovic at the 66th National FFA Convention in Kansas City, Missouri. From left to right: Lee C. Bowen, Donald S. Hutson, Jennifer Lohrey, and Louis Trivett.



Pictured (left to right) are Lakefield team members Anne Hartman, Sally Cook and Kay Salentiny. The Minnesota team placed first of 43 teams competing in this year's event.

### FFA Floriculture Proficiency Award

This program is designed to encourage agriculture students to become established in the floral industry. Students must pursue a practical experience by either establishing their own business or by training with an industry company. Students compete on a local, state and regional basis. Winners of the four regional competitions attend the national convention where the winner is selected. \$5250.

### Floriculture Scholarship

One scholarship is provided to a high school student wishing to pursue a four-year degree with emphasis on floriculture. \$1000.

### FFA Floriculture Contest

The Contest purpose is to stimulate the study of and interest in production and retailing of flowers, plants and foliage through the agriculture education curriculum in high schools. Teams consist of 3 members plus 1 alternate. \$6550.

### Booth at FFA National Convention

For many years the Endowment has funded a floriculture booth sponsored by the Society of American Florists during the FFA national convention. For over eleven years, John and Pep Tomasovic have "manned" the booth, dedicating untold hours to this project. \$2000.

**1993/94**

**Total Grants**

**Research**

University of Alaska	8,500
University of Arizona	23,200
Auburn University	9,000
California Polytechnic State University	36,320
University of California, Albany	12,500
University of California, Davis	400,265
University of California, Riverside	261,680
Clemson University	19,250
Colorado State University	87,450
University of Connecticut	109,841
Cornell University	384,660
Flora-Stats	594,600
University of Florida	326,600
The Florida Agricultural Research and Education Center	65,000
University of Georgia	11,000
University of Hawaii	37,000
University of Idaho	3,500
University of Illinois	36,500
Iowa State University	11,000
Kansas State University	26,000
University of Massachusetts	39,500
Meyer Manhattan Psychiatric Hospital	1,500
Michigan State University	400,600
University of Minnesota	73,700
University of Missouri	5,900
North Carolina State University	186,800
The Ohio State University	115,000
The Ohio Agricultural Research and Development Center	69,500
The Pennsylvania State University	189,401
Purdue University	50,500
Rutgers	9,000
Society of American Florists	66,500
Texas A & M University	14,250
United States Department of Agriculture Florists & Nursery Crops Lab	407,500
National Agricultural Library	
University of Vermont	27,000
Virginia Polytechnic Institute & State University	57,500
Washington State University	34,200
University of Wisconsin	26,700
University of Wisconsin Medical College	15,000
WF & FSA	2,500

**Education**

Academic Advisors for SAF Research	45,000
Committee and Endowment	6,000
American Horticultural Therapy Association	6,000
ASHA Symposium	500
ASHS Floricultural Education Group Workshop	1,136
Vic & Margaret Ball Internship	33,000
Dr. H. Marc Cathey Publication	3,977
DuPage Horticultural School Loan Fund	20,000
FFA Convention Booth	21,700
FFA Floriculture Scholarship	8,000
FFA Floriculture Proficiency Award	36,000
FFA Floriculture Contest	19,075
Intercollegiate Flower Judging Contest	53,800
International Energy Conference - Ohio	4,000
Kiplinger Chair Publications	11,500
Mechanization Exploration Trip to Holland	1,000
Mosmiller Scholar Program	152,800
National 4-H Council	10,000
National Junior Horticulture Assn.	6,500
Profile objectives/guidelines for modeling	5,000
Publication ISIS Floricultural Workshop Paper	850
Sabbatical Level Grants (10)	58,750
Smithsonian Institution	25,000
Society of American Florists	65,249
Symposium on Role of Horticulture in Human Well-Being/Social Development	4,000
Tomato Spotted Wilt Virus/ Western Flower Thrips Symposium (2)	12,000

**Total Research & Education Grants 1961-1994 - \$5,014,054**